CITY OF COLLEGE STATION

City of College Station Citizen Survey
July 25, 2012

Conducted by:
National Service Research
2601 Ridgmar Plaza, Suite 9
Fort Worth, TX 76116

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Project Overview

Study Objectives

National Service Research (NSR) completed a comprehensive research study for the City of College Station, Texas. The purpose of the citizen assessment study was to provide an indicator of the City's performance measures for various city departments and programs.

- ✓ Identify key measures of quality of life, public safety and service delivery
- ✓ Input from citizens will assist city officials in resource allocation, budget and policy decisions
- ✓ Identify where to maintain and improve city services

This study provides a measurement of how citizens feel about city service delivery and programs. The data should be considered along with other factors such as input from city officials and city staff when making budget and policy decisions.

NSR worked closely with the City of College Station staff throughout the research process. The survey design was based upon input from city staff.
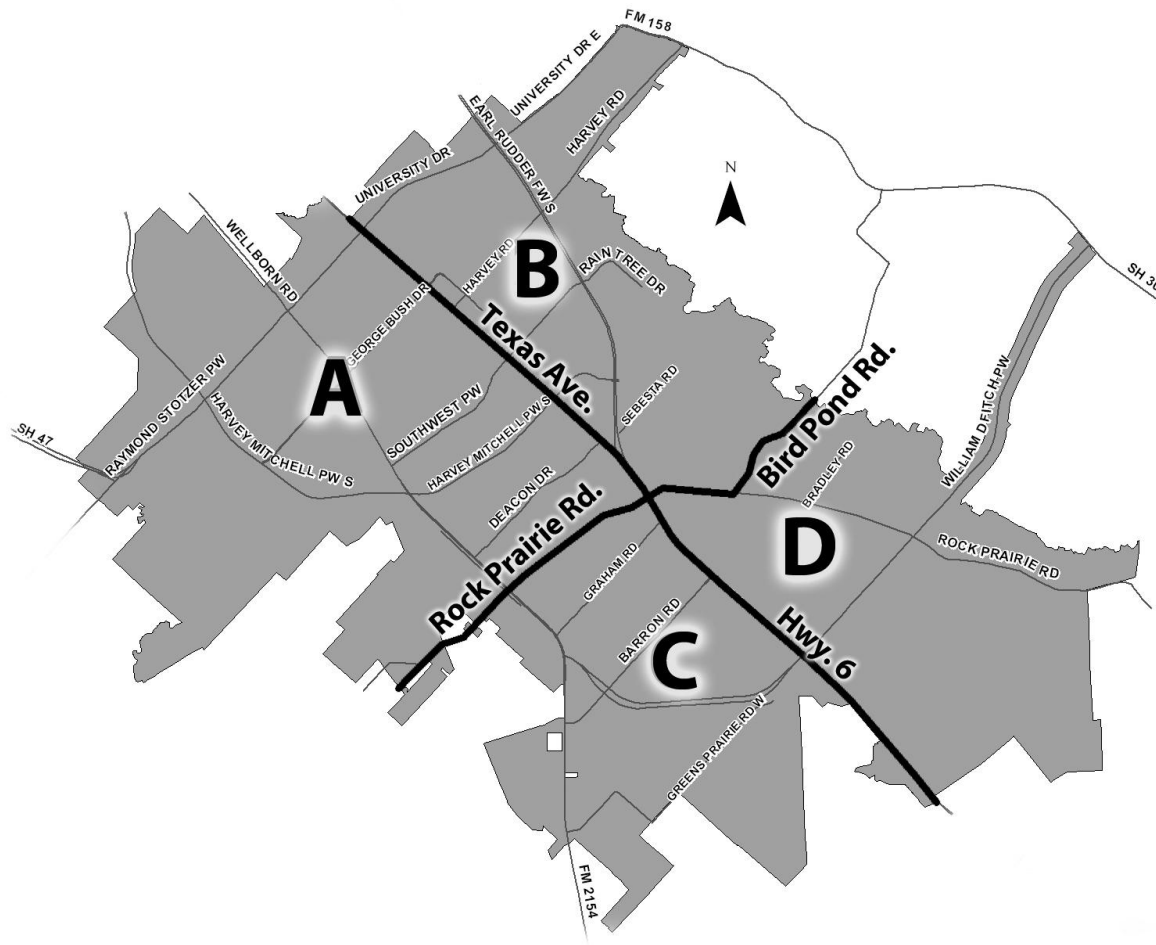
The citizen survey and detailed survey tables are presented in the Appendix of the technical volume report.

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Sampling Plan and Data Collection Overview

✓ The sampling plan included a mailed survey to 8,000 households proportionately distributed within four geographic areas. Households had the option of completing the mailed survey or completing the survey online via the City website.

✓ Residents were informed about the survey through a multifaceted approach:

  ✓ Press releases from the City (one introductory release prior to the survey mailing and one during the final week of data collection)
  ✓ Mailed survey to 8,000 households
  ✓ City manager's blog (on-going throughout the data collection period)
  ✓ Video - YouTube, website, city cable channel (on-going throughout the data collection period)
  ✓ Email messages to all homeowner associations (on-going throughout the data collection period)
  ✓ Ad slide on the city cable channel (on-going throughout the data collection period)
  ✓ Social media – Facebook, Twitter ((on-going throughout the data collection period)
  ✓ City website front page online survey link (on-going throughout the data collection period)

✓ Surveys were mailed on April 30, 2012.

✓ Survey cut-off date was May 21, 2012.

✓ A total of 342 responses were received via the mailed survey and 511 from the online survey. The margin of error of this sample size (853) at a 95% confidence level is plus or minus 3.4%.

✓ The citizen survey and detailed survey tables are presented in the Appendix of the technical volume report.

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Geographic Areas

A representative sampling was received from all four geographic areas.
(Area A: 31%, Area B: 20%, Area C: 27% and Area D: 22%)

Source: National Service Research Survey of College Station Residents, May 2012

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KEY FINDINGS
City Service Priorities

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Importance / Quality Rating of City Services

(All Respondents)

City Service	Q. How Important are these city services?		Q. Rate the Quality of these College Station city services		Importance Rank
	Very/Somewhat Important %	Importance Mean Score	Excellent Good %	Quality Mean Score	
Providing public safety (police, fire, etc.)	98.9%	3.88	92.9%	3.39	1
Maintaining streets and roads	98.4	3.79	70.6	2.82	2
Attracting business and jobs	88.5	3.38	63.3	2.65	3
Managing trash and recycling	95.4	3.63	85.5	3.25	4
Managing traffic congestion	94.6	3.59	50.3	2.44	5
Enforcing traffic laws	89.5	3.40	74.1	2.86	6
Programs to retain and support existing businesses	88.8	3.38	50.2	2.47	7
Providing pathways such as sidewalks, trails and bike paths	78.0	3.16	70.4	2.83	8
Maintaining appearance of parks, landscapes and facilities	89.1	3.37	79.4	3.02	9

Importance Rank – Is the sum of the first, second and third most important responses from each item.

Mean score = A weighted average calculated on a scale of 1 to 4 with 4 being excellent or very important and 1 being poor or not at all important.

Source: National Service Research Survey of College Station Residents, May 2012

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Importance / Quality Rating of City Services

(All Respondents)

City Service	Q. How Important are these city services?		Q. Rate the Quality of these College Station city services		Importance Rank
	Very/Somewhat Important %	Importance Mean Score	Excellent Good %	Quality Mean Score	
Managing storm water drainage	93.2%	3.52	79.4%	2.97	10
Library services	74.7	3.00	77.0	2.96	11
Code enforcement services	79.5	3.13	64.9	2.68	12
Providing a variety of recreation programs	68.0	2.85	77.6	2.97	13
Senior citizen services	65.4	2.77	66.7	2.75	14
Attracting tourism	69.1	2.80	57.4	2.58	15
Special events (Starlight Music Series, Christmas at the Creek, etc.)	55.7	2.58	77.2	2.96	16
Animal control services	78.1	3.05	69.8	2.78	17
Educating the public on crime prevention	75.1	2.97	57.7	2.62	18

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Importance Mean Scores by City Services by Respondent Sub-Groups

City Service	Importance Mean Scores by Respondent Sub-Group					
	All Respondents	Online	Mailed	Owners	Renters	Students
Providing public safety (police, fire, etc.)	3.88	3.86	3.90	3.89	3.85	3.80
Maintaining streets and roads	3.79	3.77	3.81	3.80	3.74	3.74
Attracting business and jobs	3.38	3.43	3.30	3.36	3.39	3.21
Managing trash and recycling	3.63	3.59	3.68	3.63	3.67	3.69
Managing traffic congestion	3.59	3.58	3.59	3.61	3.53	3.61
Enforcing traffic laws	3.40	3.39	3.41	3.47	3.16	3.21
Programs to retain and support existing businesses	3.38	3.41	3.33	3.35	3.41	3.26
Providing pathways such as sidewalks, trails and bike paths	3.16	3.14	3.19	3.07	3.48	3.59
Maintaining appearance of parks, landscapes and facilities	3.37	3.35	3.39	3.37	3.38	3.38

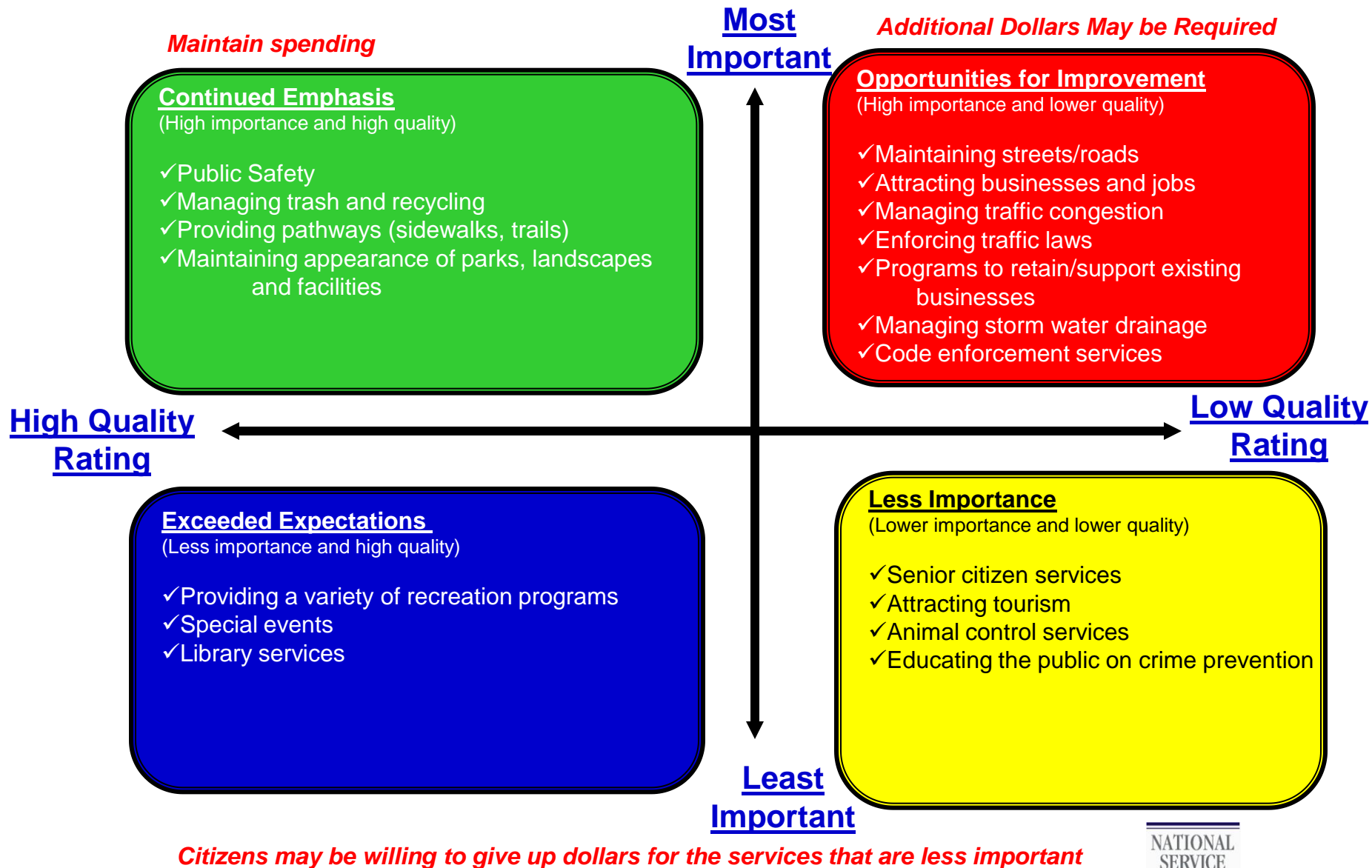# Importance Mean Scores by City Services by Respondent Sub-Groups

City Service	Importance Mean Scores by Respondent Sub-Group					
	All Respondents	Online	Mailed	Owners	Renters	Students
Managing storm water drainage	3.52	3.51	3.53	3.52	3.52	3.48
Library services	3.00	2.96	3.07	3.01	3.07	2.97
Code enforcement services	3.13	3.09	3.19	3.20	2.92	2.97
Providing a variety of recreation programs	2.85	2.83	2.89	2.82	2.96	2.94
Senior citizen services	2.77	2.67	2.91	2.78	2.70	2.66
Attracting tourism	2.80	2.84	2.75	2.84	2.58	2.49
Special events (Starlight Music Series, Christmas at the Creek, etc.)	2.58	2.57	2.61	2.55	2.70	2.83
Animal control services	3.05	3.01	3.11	3.07	2.98	2.98
Educating the public on crime prevention	2.97	2.94	3.02	2.96	3.04	3.12

Service Prioritization

Most Important

Additional Dollars May be Required

Maintain spending

Continued Emphasis
(High importance and high quality)

✓Public Safety
✓Managing trash and recycling
✓Providing pathways (sidewalks, trails)
✓Maintaining appearance of parks, landscapes and facilities

Opportunities for Improvement
(High importance and lower quality)

✓Maintaining streets/roads
✓Attracting businesses and jobs
✓Managing traffic congestion
✓Enforcing traffic laws
✓Programs to retain/support existing businesses
✓Managing storm water drainage
✓Code enforcement services

High Quality Rating

Low Quality Rating

Exceeded Expectations
(Less importance and high quality)

✓Providing a variety of recreation programs
✓Special events
✓Library services

Less Importance
(Lower importance and lower quality)

✓Senior citizen services
✓Attracting tourism
✓Animal control services
✓Educating the public on crime prevention

Least Important

Citizens may be willing to give up dollars for the services that are less important

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Source: National Service Research Survey of College Station Residents, May 2012

Service Prioritization

- **Continued Emphasis** (High importance and high quality)
  - This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.

- **Opportunities for Improvement** (High importance, lower quality)
  - This area shows where the City is not performing as well as residents expect the City to perform This areas have an impact on customer satisfaction and the City should increase emphasis on items in this area.

- **Exceeded Expectations** (Less importance, high quality)
  - This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect overall satisfaction of residents. The City should maintain (or possible reduce) emphasis on items this area.

- **Less Important** (Lower importance, lower quality)
  - This area shows where the City is not performing well relative to the City's performance in other areas, however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because these items are less important to residents. The City should maintain current levels of emphasis in these areas.

What Should be College Station's Highest Priority?

Approximately 500 responses were received and the top priorities can be summarized as follows:

- 28% - Public safety
- 24% - City
    - Balanced budget (efficient use of city funds)
    - Managed growth
    - Sustainability
    - Maintain infrastructure and core services
    - Maintain small town feel/family friendly city
    - Maintain quality growth and development
- 21% - Job creation, attract new businesses, retain existing businesses
- 11% - Traffic, reduce congestion, alternative transportation methods
- 6% - Roads – maintain roads
- 5% - Parks and recreation – maintain/grow P&R opportunities, create bike/pedestrian friendly city, provide cultural/arts events.
- 4% - Education - maintain quality education opportunities, support TAMU
- 4% - Lower taxes, maintain affordability of housing within the city
- 4% - Utilities – maintain quality, provide competitive utility and water rates

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General Comments about City Services/Departments

Approximately 300 comments were received, several of which (18%) praised the city for doing a good job. Other general comments are summarized below:

- City -15%:
  - Maintain fiscal responsibility
  - Focus on infrastructure
  - Promote economic development
  - Too many apartments
  - Focus on core services (public safety, utilities and infrastructure)
- Parks and Recreation / Library 14%:
  - More sidewalks/trails/bike paths and connections throughout the city
  - Playscapes for children
  - More special events
  - Move Christmas in the Park back to Central Park
  - Need recreation programs for seniors
  - Add dog park
  - Add nature center
  - Expand Ringer Library
  - More natural areas

- Traffic – 13%:
  - Enforcement of traffic laws
  - Reinstate red-light cameras
  - Improve traffic flow
- Utilities – 10%:
  - Lower electric rates
  - Deregulate electric providers
  - Improve water quality (add fluoride to water)
  - Need recorded message regarding power outages
- Business – 7%:
  - Too many restrictions on businesses
  - Renovate old unused buildings
  - Lower tax rates to attract business
- Public Safety – 7%:
  - More aggressive law enforcement

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Source: National Service Research Survey of College Station Residents, May 2012

General Comments about City Services/Departments
(Continued)

- **Trash and Recycling – 7%:**
  - ☐ Need to recycle more items (i.e., cardboard, etc.)
  - ☐ Recycling for apartments
  - ☐ Need recycle bins
  - ☐ Need recycle program for hazardous waste
- **Code Enforcement – 5%:**
  - ☐ Preserve neighborhoods
  - ☐ Enforce code laws
- **Streets/Roads – 4%:**
  - ☐ Repair pot holes
  - ☐ Maintain roads
- **Animal control – 2%:**
  - ☐ Enforce leash laws
  - ☐ Educate public on spay and neuter program
- **Tourism – 1%:**
  - ☐ Improve convention bureau to enhance tourism
  - ☐ Need convention center to increase tourism
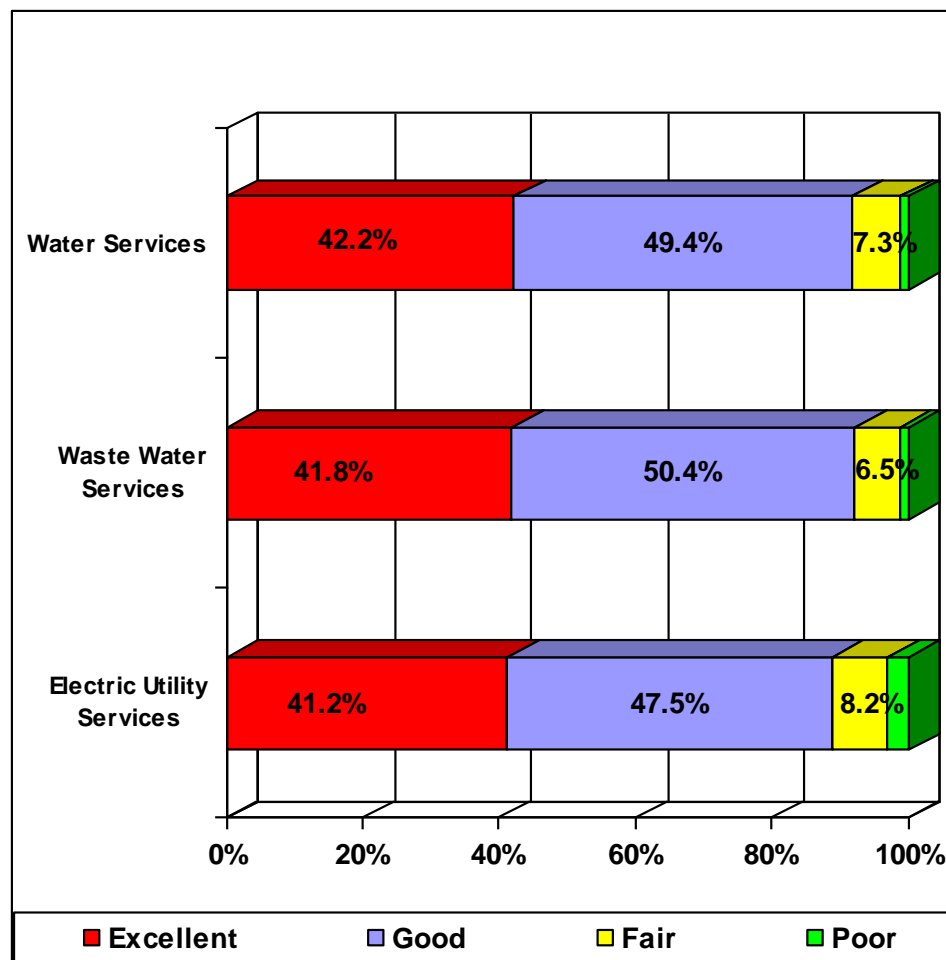 - ☐ Need local festivals to attract tourism

KEY FINDINGS
Utility Service Ratings

Quality Rating for Utility Services

Q. Rate the quality of these College Station City Services:

- A majority (89% to 92%) of respondents rated the quality of utility services (water, wastewater and electric) as excellent or good.

- Mean score quality ratings for each service on a 4 point scale with 4 being excellent and 1 being poor are as follows:
  - Water services   3.33
  - Wastewater services   3.33
  - Electric utility service 3.27

	Excellent	Good	Fair	Poor
Water Services	42.2%	49.4%	7.3%	
Waste Water Services	41.8%	50.4%	6.5%	
Electric Utility Services	41.2%	47.5%	8.2%	

Source: National Service Research Survey of College Station Residents, May 2012

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KEY FINDINGS
Quality of Life

Rating of College Station

Q. How Would You Rate:	Excellent / Good %	Fair / Poor %	Mean Score
College Station as a place to live?	92.8%	7.2%	3.46
College Station as a place to raise a family?	93.3	6.7	3.51
Your neighborhood as a place to live?	86.7	13.3	3.33
College Station's overall image/reputation?	85.8	14.2	3.16
The overall quality of city services?	85.1	14.9	3.12
College Station as a place to retire?	76.7	23.3	3.11
College Station as a place to work?	77.2	22.8	3.04
College Station as a place to do business?	73.5	26.6	2.95
The value of services you receive for your tax dollars?	68.8	31.2	2.83

92% of respondents are very or somewhat likely to <u>recommend</u> College Station as a place to live.

Mean score = A weighted average calculated on a scale of 1 to 4 with 4 being excellent and 1 being poor
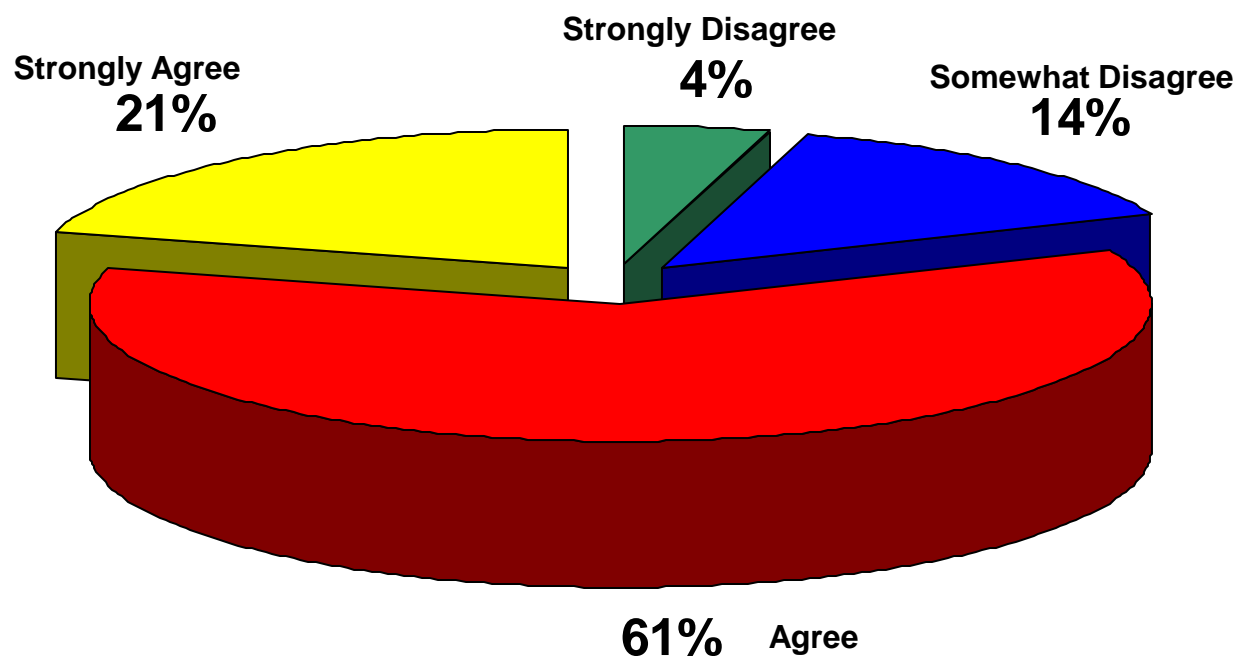
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Rating of College Station Mean Score Comparisons by Respondent Sub-Groups

Q. How Would You Rate:	Rating of College Station Mean Scores by Respondent Sub-Group					
	All Respondents	Online	Mailed	Owners	Renters	Students
College Station as a place to live?	3.46	3.43	3.51	3.51	3.28	3.33
College Station as a place to raise a family?	3.51	3.51	3.52	3.59	3.24	3.24
Your neighborhood as a place to live?	3.33	3.32	3.34	3.45	2.90	2.94
College Station's overall image/reputation?	3.16	3.11	3.24	3.19	3.05	3.11
The overall quality of city services?	3.12	3.06	3.21	3.15	2.99	3.01
College Station as a place to retire?	3.11	3.07	3.17	3.19	2.91	2.93
College Station as a place to work?	3.04	2.98	3.12	3.08	2.91	2.85
College Station as a place to do business?	2.95	2.88	3.05	2.98	2.88	2.92
The value of services you receive for your tax dollars?	2.83	2.73	2.96	2.85	2.74	2.82

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College Station – Moving in the Right Direction as a Community?

- A majority (82%) of respondents strongly agree or agree that College Station is moving in the right direction as a community.

Strongly Agree
21%

Strongly Disagree
4%

Somewhat Disagree
14%

61% **Agree**

Q. Do you agree with the statement: College Station is moving in the right direction as a community?

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What do You Value Most About Living in College Station?

Approximately 500 responses were received and can be summarized as follows:

- 27% - Small town feel but has quality services of a larger city (entertainment, cultural, religious, etc.)
- 23% - Friendly people, family friendly, good quality of life
- 20% - Quality education opportunities (schools, Texas A&M University), college atmosphere, proximity to TAMU
- 15% - Safety, low crime
- 5% - Ease of getting around town
- 5% - Parks and trails
- 5% - Good city government (services, progressive, clean)
- 5% - Entertainment/shopping

College Station is a clean, progressive, quiet and safe community with an abundance of core services yet maintains the small town feel.

Totals will add to more than 100% due to multiple answers provided.

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What Types of Retail and Commercial Development Would You Like to See in the City?

Approximately 500 responses were received, the top mentions can be summarized as follows:

- 17% - More up-scale retail/restaurants including specialty retail and better diversity of sit-down restaurants
- 13% - Attract businesses - technology, manufacturing, health care and light industry business to new commercial/office developments
- 13% - Retail "Village" or "Town Center" type retail with entertainment and leisure venues that is family friendly (including a "downtown" College Station utilizing a mixed use concept)
- 11% none needed
- 10% - Fewer "big box"/chain businesses and more local/independent businesses
- 10% - specific retail/restaurant mentions
- 9% - Update/improve mall
- 5% - more entertainment venues
- 4% - More upscale grocery stores (Whole Foods, HEB, Central Market, etc.)
- 4% - Water park, skate park, amusement park
- 4% - development needs to be market driven
- 3% - Mixed use developments to include; commercial, residential, retail, hotel, conference center
- 3% - Renewal/renovation of older, vacant developments
- 3% - more retail/restaurants that cater to adults (not just college students)

KEY FINDINGS
Importance of Community Characteristics

Importance Rating of
College Station Community Characteristics - Top Ten
(All Respondents)

Q. How important are the following community characteristics in College Station?

Community Characteristics	Very Important / Important %	Somewhat Unimportant / Not Important at All %	Mean Score	Importance Ranking
Availability of medical/health care facilities	97.5%	2.4%	3.68	1
Ease of car travel around town	91.0	9.0	3.42	2
Overall appearance of College Station	96.5	3.5	3.52	3
Job opportunities	91.2	8.8	3.47	4
Educational opportunities	92.2	7.8	3.52	5
Business opportunities	86.9	13.1	3.33	6
Quality shopping opportunities	85.3	14.7	3.16	7
Appearance of neighborhoods	95.3	4.8	3.51	8
Availability of quality affordable housing	77.2	22.8	3.07	9
Quality of business and service establishments	93.6	6.3	3.36	10

Mean score = A weighted average calculated on a scale of 1 to 4 with 4 being very important and 1 being not important at all.

Importance Rank – Is the sum of the first, second and third most important responses from each item.

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Importance Rating of
College Station Community Characteristics – Next Ten
(All Respondents)

Q. How important are the following community characteristics in College Station?

Community Characteristics	Very Important / Important %	Somewhat Unimportant / Not Important at All %	Mean Score	Importance Ranking
Sense of community	86.6%	13.5%	3.26	11
Support of sustainability, environmental and green issues	66.7	33.3	2.88	12
Ease of bicycle travel around town	60.5	39.6	2.71	13
Availability of open space	84.8	15.2	3.24	14
Recreational opportunities	84.2	15.8	3.15	15
Quality of new development	90.9	9.2	3.34	16
Entertainment opportunities	82.9	17.1	3.09	17
Cultural activities	72.8	27.2	2.94	18
Opportunities to participate in local government	68.8	31.2	2.82	19
Volunteer opportunities	61.9	38.2	2.69	20

Mean score = A weighted average calculated on a scale of 1 to 4 with 4 being very important and 1 being not important at all.

Importance Rank – Is the sum of the first, second and third most important responses from each item.

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If You Could Change One Thing About College Station What Would it Be?

Approximately 500 responses were received, the top responses can be summarized as follows:

- 17% - Traffic congestion, stricter traffic laws, bring back red light cameras
- 11% - Efficient use of taxpayer funds, need sustainable growth, more progressive, more responsive to citizens, maintain infrastructure, etc.
- 10% - Promote quality new development/variety of development (restaurants, retail, cultural, entertainment, etc.)
- 10% - Parks and trails (Bike/pedestrian friendly, more connectivity of trails throughout the city)
- 8% - More employment opportunities (higher paying jobs, expand business opportunities, less restrictions on businesses)
- 5% - Lower taxes
- 4% - Improve road planning and maintenance
- 4% - Fewer students in residential neighborhood areas
- 3% - More competitive utility rates
- 3% - no change needed
- 3% - improve code enforcement
- 2% - less focus on TAMU
- 2% - more recycling options, recycling needed for apartments
- 2% - improve safety
- 1% - Improve water quality

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KEY FINDINGS
City Employees and Service

Contact with City Employee(s)
Impression Rating of City Employee

- About half (58%) of respondents reported they have had contact with a city employee in the past 12 months.

- A majority (89%) of respondents who had contact with a city employee said their courtesy, knowledge and responsiveness was excellent or good.

3% Poor   **8%** Fair

57%
Excellent

32%
Good
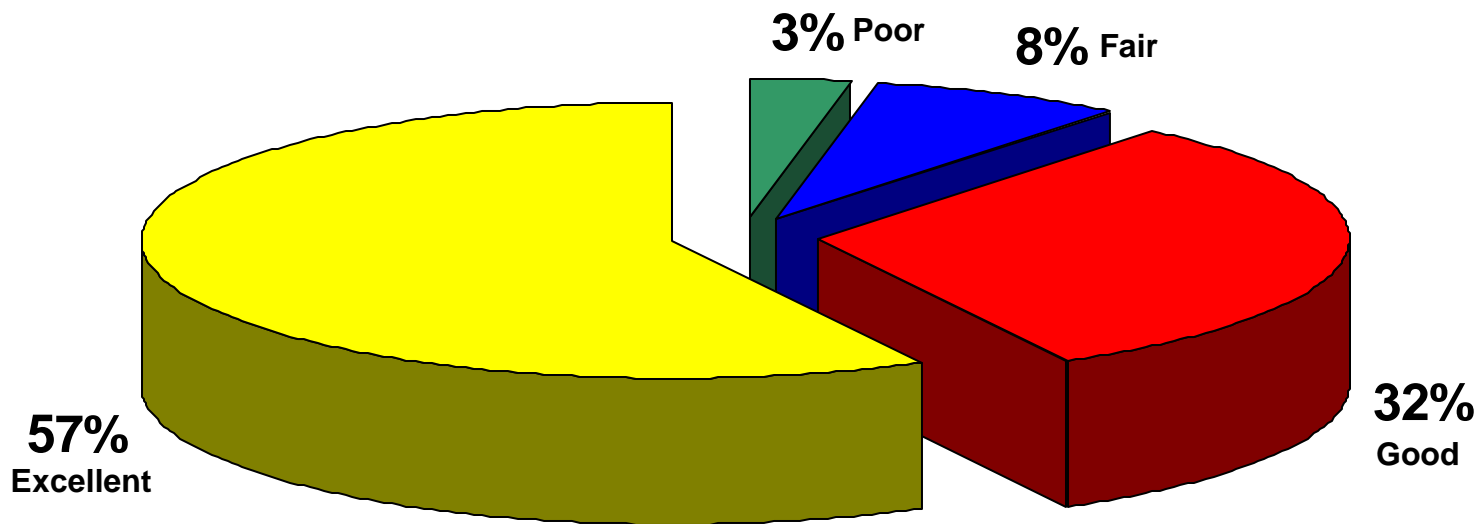
Q. Rate your impression with the city employee(s) regarding their courtesy, knowledge and responsiveness

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Source: National Service Research Survey of College Station Residents, May 2012

How Can the City's Customer Service Be Improved?

Approximately 150 responses were received and can be summarized as follows:

- 41% of comments received praised city employees at being prompt, professional, courteous, responsive and/or helpful.

- Other comments:
    - 13% - Quicker response/follow-up to inquiries
    - 11% - Improve customer service, in general, to citizens
    - 10% - Better training of employees to respond to citizen questions/needs
    - 9% - More communication to citizens in general / easier communication with specific departments
    - 3% - Offer email delivery of bills or online bill paying
    - 2% - Improve city website in general, make it more user friendly, list of departments and who to call for various inquiries
    - 2% - More staff needed to respond to citizen inquiries
    - 1% - More visibility of police in neighborhoods
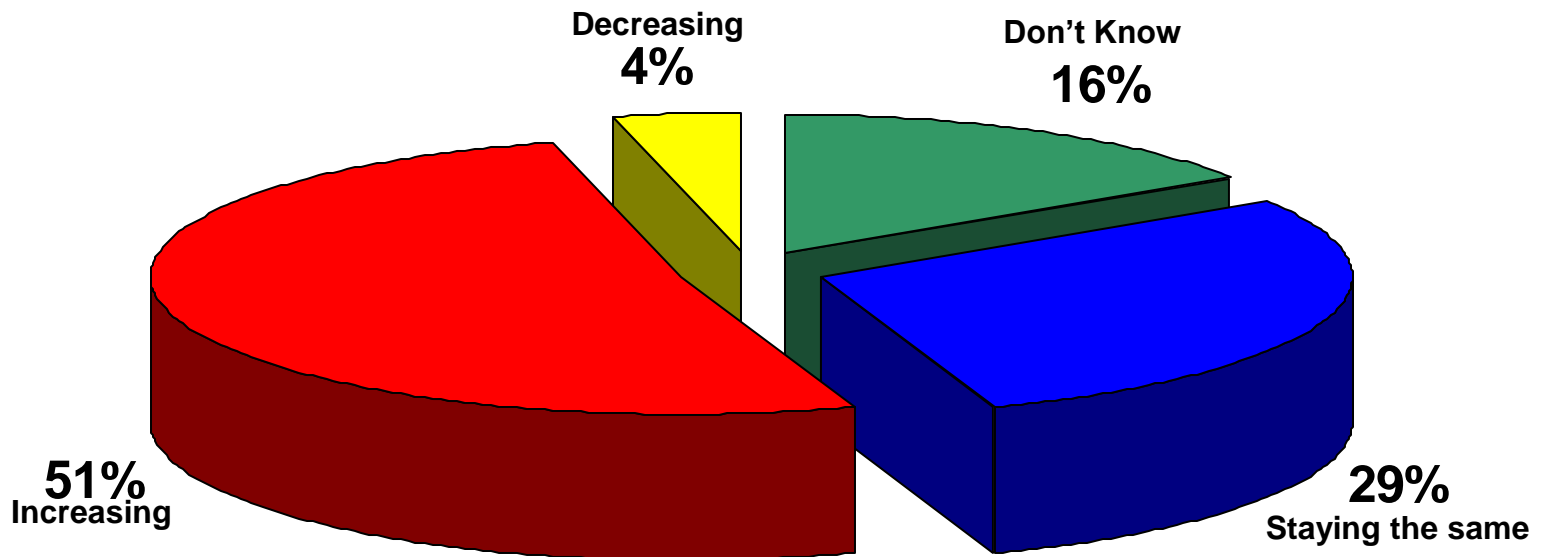   - 1% - Improve code enforcement

KEY FINDINGS
Public Safety

Crime in College Station

- One third of respondents feel crime in College Station is decreasing or staying the same. However, half (51%) of respondents feel crime in College Station is increasing.

Q. Do you think crime in College Station is increasing or decreasing?

Decreasing
4%

Don't Know
16%

51%
Increasing

29%
Staying the same

Source: National Service Research Survey of College Station Residents, May 2012
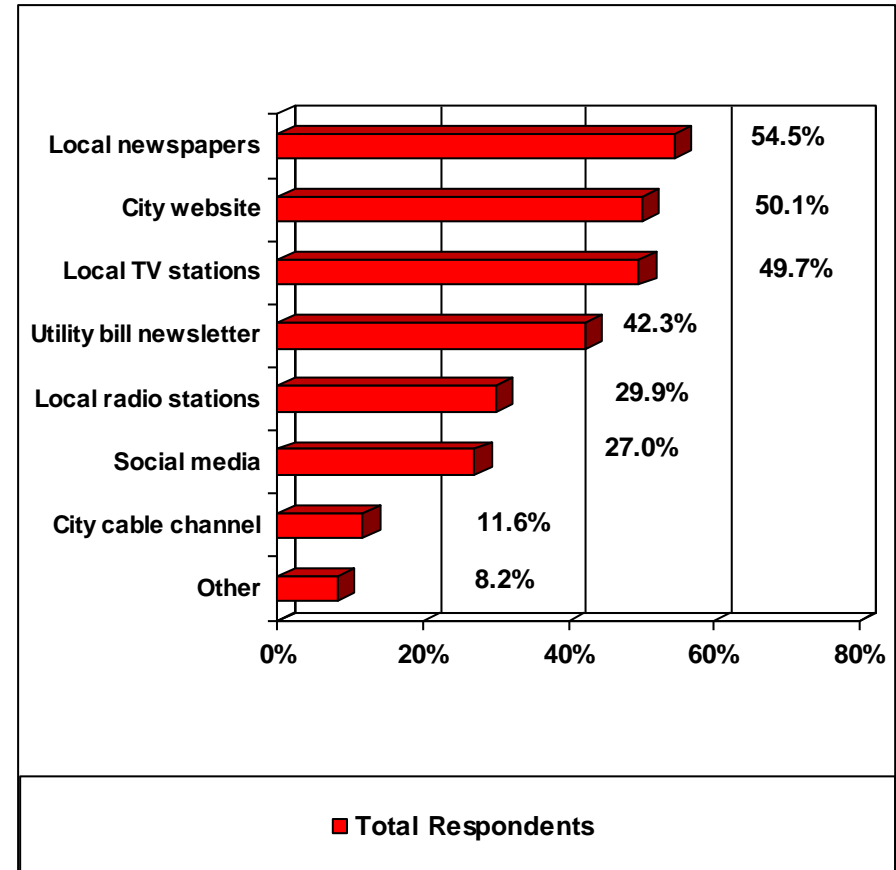
KEY FINDINGS
City Communication Efforts

City Government Communication

Q. How do you prefer to get information about city government services?

- A majority of respondents prefer to utilize multiple methods to get information about local city government.

- The MOST important methods to get information to respondents about city government had similar responses. Respondents were asked to rank the three most important methods in order of preference:
  - Local newspaper   #1
  - Local TV stations   #2
  - City website   #3
  - Utility bill newsletter   #4
  - Social media   #5
  - Local radio stations   #6
  - City cable   #7

Method	Total Respondents
Local newspapers	54.5%
City website	50.1%
Local TV stations	49.7%
Utility bill newsletter	42.3%
Local radio stations	29.9%
Social media	27.0%
City cable channel	11.6%
Other	8.2%

■ Total Respondents

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How Could the City Improve its Public Communication Efforts?

Approximately 200 responses were received and can be summarized as follows:

- 27% of responses praised the City's communication efforts and feel they do an outstanding job.
- Other comments:
    - 14% - Email newsletter with voluntary sign up with information on past/future events
    - 8% - More communication regarding new developments
    - 7% - Radio and TV PSA's
    - 7% - Newsletter in utility bill
    - 6% - Social media - Facebook, Twitter, etc. keep it relevant and updated with a wide range of information
    - 5% - Improve website 2% - Banners across roadways
    - 4% - Text service to inform citizens of emergencies (severe weather, disasters, etc. Something similar to TAMU's Code Maroon)
    - 3% - More proactive with local media
    - 2% - Newspaper - more local news information
    - 2% - Billboards / electronic signs
    - 1% - A student interface program with TAMU (Improve communication with TAMU students)
    - 1% - Postings and partnering with local stores/businesses/restaurants regarding City news/activities
    - 1% - Develop smart phone application
    - 1% - Periodic town hall meetings

KEY FINDINGS
College Station's
Value Rating

Approach – Value Rating

- NSR developed a 4-star value rating system for the College Station citizen survey and included four "value" questions used to rate the city's value in the eyes of citizen respondents overall.

- Each question was rated on a 4-point rating system whereby 4 is the highest rating and 1 is the lowest rating.

- Questions include:

  - 1-Overall Quality of Life (overall combined scores of these questions: College Station as a place to; live, raise a family, work, retire, do business, your neighborhood, and the overall College Station image/reputation)

  - 2-Direction City is Headed

  - 3-Overall Quality of City Services

  - 4-Value of Services for Tax Dollars Paid

- All value measures are combined to develop the City's 4-star VALUE rating.

Four-Star Value Rating

- **80% of respondents rated College Station a "3" VALUE or higher which is comparable to cities of similar size.**

★★★

- **More than one-third (37%) rated College Station a value of "4".**

★★★★

Value Question	% Rating "4" or "3"	
	College Station	**Cities 50,000 to 150,000 Population***
Quality of Life	84%	89%
Quality of City Services	85%	85%
Direction City is Headed	82%	74%
Value of Services for Tax Dollars Paid	69%	72%
Overall Average	**80%**	**80%**

*Averages included; McAllen, Flower Mound, Pearland

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Benchmark Data

Benchmark Data

- Survey data presented on the following charts is from various municipal surveys conducted during 2011 and 2012 except for McKinney which was conducted in 2010.

- Percentages presented in the charts are for "excellent" and "good" ratings.

- Cities included in those with populations of:

  - 50,000 to 150,000 are College Station, McAllen, Flower Mound, McKinney and Pearland.

  - 150,000 or more are Arlington, Plano, El Paso and Dallas.

  - 50,000 include LaPorte, San Marcos, Colleyville and Southlake.

- In a few cases not all cities listed above are included in the benchmark averages because some questions were not included in each municipal survey.

Benchmark Data – City Services

Percentages are for "excellent" or "good" ratings for each characteristic.

City Characteristic	College Station	Average of Cities 50,000 to 150,000	Average of Cities with 150,000+	Average of Cities with 50,000 -	Texas Average	U.S. Average
Public Safety	93%	84%	87%	83%	85%	83%
Sewer / Wastewater	92	84	71	83	82	74
Garbage/Recycling	86	85	76	85	83	77
Maintenance/appearance of parks	79	82	86	86	86	77
Storm Drainage Management	79	71	72	70	71	62
Library	77	73	85	82	74	NA
Traffic Enforcement	74	70	55	72	69	NA
Street Maintenance	71	65	58	64	62	59
Animal Control	70	64	58	63	62	59
Senior Services	67	52	54	56	54	NA
Code Enforcement	65	56	50	55	54	50
Traffic Management	50	51	51	55	52	54
Customer Service by Employees	89	82	77	76	79	69
Overall quality of city services	85	85	75	81	82	57

Benchmark Data – Quality of Life

Percentages are for "excellent" or "good" ratings for each characteristic.

City Quality of Life Characteristics	College Station	Average of Cities 50,000 to 150,000	Average of Cities with 150,000+	Average of Cities with less than 50,000	Texas Average	U.S. Average
Your City as a place to live	93%	93%	75%	82%	86%	NA
You City as a place to raise a family	93	90	69	91	86	NA
Your neighborhood as a place to live	87	89	69	91	86	NA
Your City as a place to work	77	62	66	63	64	NA
Your City as a place to retire	77	69	48	48	57	NA
Overall direction of City	82	73	58	59	66	NA
Value of services for taxes paid	69	72	59	60	64	45
Overall quality of life in City	84	89	74	82	83	80

KEY FINDINGS
Demographics of Surveyed Respondents

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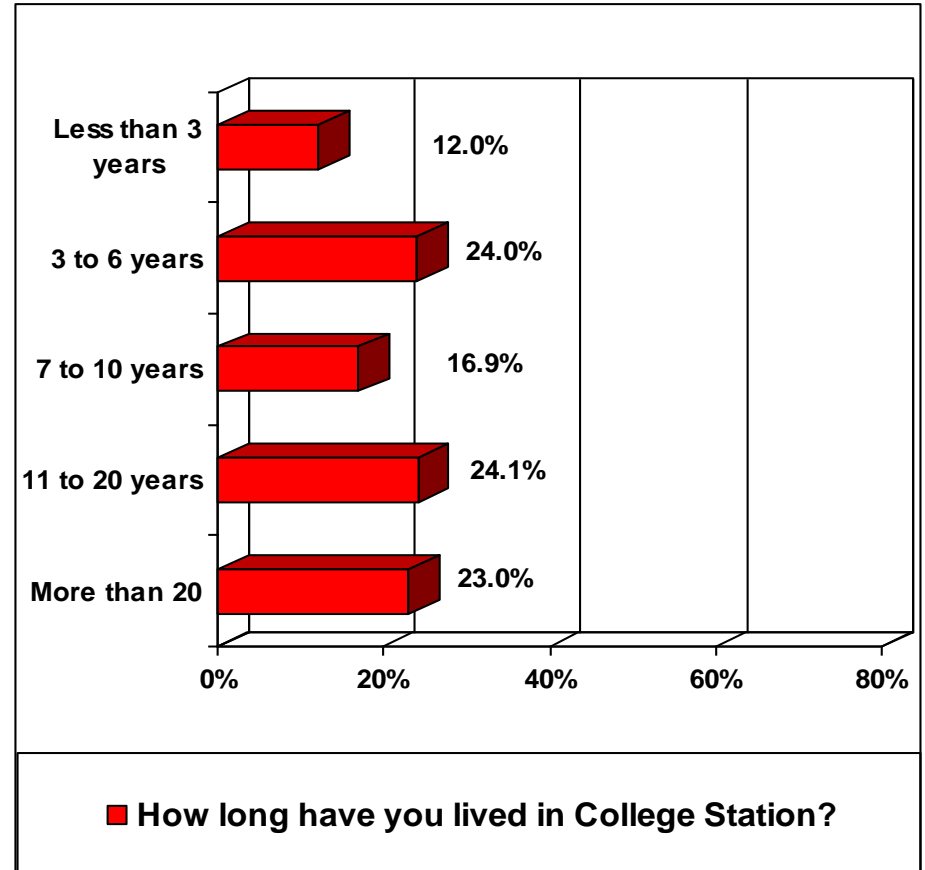MARKET RESEARCH

Respondent Demographics

- 79% own their home and 21% rent.
- 50% were male and 50% female.
- 10% reported they attend Texas A& M University and 2% attend Blinn College.
- 56% of respondents have no children 18 or younger residing within their household, while 44% have children.
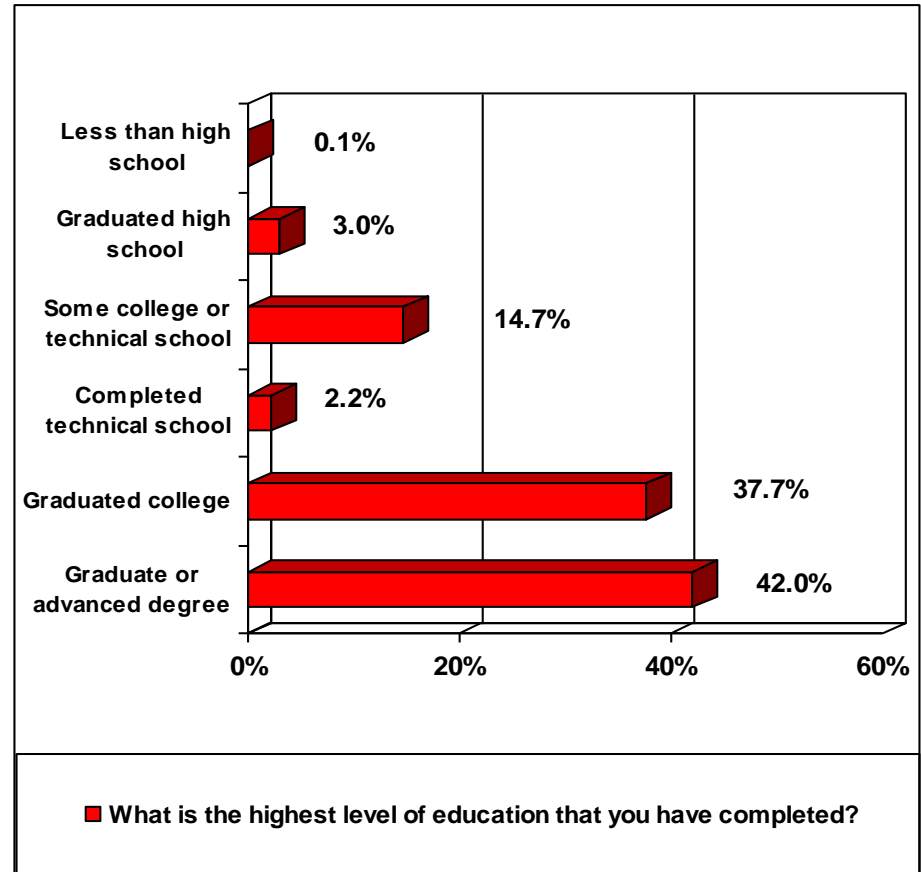- The age of surveyed respondents is representative of the U.S. Census data for College Station.
  - Mean Age:
    - Online survey 46.6
    - Mailed survey 51.7
    - Renters   31.0
    - Students   29.0

Age Category	City of College Station	
	Survey	Census 2010
Under 35	25.7%	24.8%
35 to 44	19.5	20.1
45 to 54	15.5	20.0
55 to 64	15.7	16.9
65+	23.7	18.2

How long have you lived in College Station?

Category	Percent
Less than 3 years	12.0%
3 to 6 years	24.0%
7 to 10 years	16.9%
11 to 20 years	24.1%
More than 20	23.0%

Respondent Demographics

- Survey respondents are highly educated. 78% have completed college or have a graduate or advanced degree.

- 81% or respondents live in a single family home while the remaining respondents live in an apartment, town home, apartment or duplex.

Chart: What is the highest level of education that you have completed?

Education Level	Percentage
Less than high school	0.1%
Graduated high school	3.0%
Some college or technical school	14.7%
Completed technical school	2.2%
Graduated college	37.7%
Graduate or advanced degree	42.0%

What is the highest level of education that you have completed?

Conclusions

Conclusions

- College Station as a city and community is highly valued by its residents with 80% rating it a "3" or higher on a 4-point rating scale with regard to; quality of life, quality of city services, the direction the city is headed as a community and the overall value of services for the tax dollars they pay.

- Residents value College Station most because it is a clean, progressive, quiet and safe community with an abundance of core services yet maintains the small town feel.

- The top priorities the city should continue emphasis whereby citizens rated these with high importance and rated the current quality of services high:
  - Public safety
  - Managing trash and recycling
  - Providing pathways (sidewalks, trails)
  - Maintaining appearance of parks, landscapes and facilities

- Opportunities for improvement, citizens rated these with high importance and lower on quality:
  - Maintaining streets and roads
  - Attracting businesses and jobs
  - Managing traffic congestion
  - Enforcing traffic laws
  - Programs to retain/support existing businesses
  - Managing storm water drainage
  - Code enforcement services

- Less emphasis can be placed on these services since respondents rated these services as less important and feel the city is providing them at a high quality level:
  - Providing a variety of recreation programs
  - Special events
  - Library Services

National Service Research

(Background/Contact Information)

Contact: Andrea Thomas, Owner

2601 Ridgmar Plaza, Suite 9

Fort Worth, Texas 76116

817-312-3606

817-326-6109-fax

e-mail: andrea@nationalserviceresearch.com

web site: www.nationalserviceresearch.com

National Service Research (NSR), founded in 1989, is a full-service market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, has thirty-three years of professional market research experience.

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